

Garman Chan

chan.garman77@gmail.com - (619) 627-9532 - San Diego, CA

Education

B.S. in IMC Marketing
San Diego State University
2018 - 2022 (expected)

Relevant Courses

Marketing Research
Consumer Behavior
Hypothesis Testing
Statistical Analysis
Advanced Analytics

Certifications

- **Fundamentals of Digital Marketing** | Google Digital Garage
- **Email Marketing** | Hubspot Academy
Contextual Marketing | Hubspot Academy
Google Analytics Individual Qualification | Google

Skills

Data Analytics:
FB Manager, Hypothesis testing, Regression Analysis, Conjoint Analysis, Google Analytics, Facebook Ads

Content Design: Adobe Photoshop, Premiere Pro, Figma, Canva

Software: Shopify, Microsoft Powerpoint, Word, Slack, SPSS, Notion, Google Suite, Unbounce

Career Objective

An aspiring marketing graduate (2022) with ambitious goals and a passion for developing product and performance marketing. I have experience in entrepreneurial business, creative problem solving, and working in a fast-paced environment.

Work Experience

Facebook Paid Media Buyer Intern **Aug. - Nov. - 2021**

Amasa Performance Marketing Agency

- Built & designed high-converting landing pages for agency clients and team members to use and replicate with pages attaining up to a 12% + conversion rate.
- Conducted and managed dozens of cost-effective sprint testing to identify winning audience(s) resulting in a CTR of up to 6% on new ad creatives.
- Created unique buyer personas from product analysis and carried out headline testing through Facebook advertising identifying new potential target audiences.

Barista **Feb. 2019 - Aug. 2021**

Starbucks Corp.

- Nominated and awarded Partner of the Quarter recognized for significant contributions and representation of Starbucks' core mission and values.
- 2+ years of excellent customer service working in a fast-paced environment while communicating effectively in a team size of 25+ workers.

Projects

TikTok Monetization PMM Project **Aug. 2021 - Dec. 2021**

- Designed a portfolio on Figma that demonstrates a GTM strategy of launching a monetization product from concept to execution.
- Analyzed consumer segments and identified potential pain points accompanied by actionable solutions—and metrics to track performance.
- Discovered \$645.8B market within advertising space and created an MVP plan.

iPhone Case Business **2018 - 2019**

- Focused on growth in organic Instagram traffic to establish an excellent online presence increasing from 97 to 1,307 user sessions a month on average.
- Iterated on consistent social media postings, hashtag research, and detailed market competitor research to ultimately improve reached checkout of 25% and sessions converted by 218% through Shopify store.
- Utilized product mockups on both website and social channels to position brand consistency contributing to increased brand awareness and higher conversion rate.